

#EngageHayward

**Resident Engagement Program Work Session
June 30, 2015**

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Current Resident Engagement Efforts

- The Neighborhood Partnership Program
 - Established in 2007
 - 110 neighborhood meetings
 - 34 neighborhoods
 - Average of 33 residents participating
 - 52% of neighborhood organizations active today
 - The remaining simply did not develop



Current Resident Engagement Efforts

- Overall efforts are oftentimes sporadic
 - Lacking in coordination
 - Not producing desired or lasting community partnerships
 - Overlapping efforts create inefficient use of scarce City Resources.

“The devolution away from partnership development to more reactionary issue centric meetings is perpetuating the expectation that residents only need to report problems to the city and the city will fix them”



The Engagement Spectrum

- There is no one best way for engagement.
 - Resident engagement can vary substantially.

Non-Engagement	Passive Engagement	Moderate Engagement	Active Engagement
No engagement with City	Simple information consumption	Periodic action, input, or involvement	Consistent action, input, or involvement





The Engagement Spectrum

- Residents often do not have the time or capacity to attend neighborhood meetings
 - Those who do show up, tend to feel strongly about certain issues
- Issues do not fit neatly within neighborhood boundaries.
 - Problems can easily transcend neighborhood borders as well as the City bureaucracy.



A New Paradigm of Engagement

- The new engagement strategy needs to acknowledge
 - community members' varying interests and capacities
 - the nature of boundary-spanning community issues
 - the need to more efficiently and effectively coordinate the City's many different community engagement activities



A New Paradigm of Engagement

“How does the City reach and engage residents who do not have the motivation or ability to attend community meetings or events”

- Design Thinking:
 - Resident Centered Program Experience
 - Rapid Prototyping
- Bottom line: Figure out what works and do more of that!



#EngageHayward Platform

- Engagement efforts will target one Council priority per quarter
- #EngageHayward will utilize at least four types of engagement strategies
 - Continuous evaluation of strategies
 - Adapt or scrap strategies not producing results

“While it is important to start prototyping new strategies for resident engagement, the City will still provide issue-specific meetings upon request from neighborhoods or as identified by staff, as is currently provided and facilitated by the City Manager’s Office.”



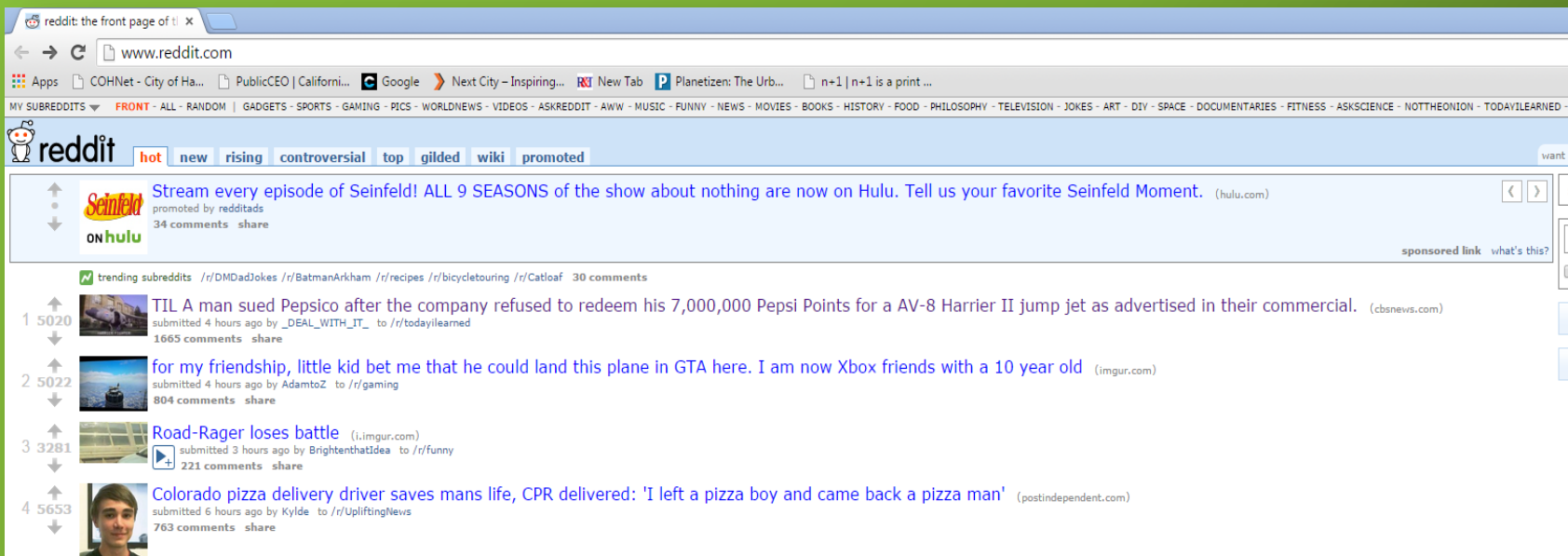
Strategy 1: Video and Other Multi-Media Collateral

- Targets those who want to passively engage with the City
- Staff will develop video and other multi-media collateral focusing on that quarter's council priority



Strategy 2: Interactive and Collaborative Website

- Reddit-Style Website (www.reddit.com)





Strategy 2: Interactive and Collaborative Website

- Reddit-Style Website
 - Allows residents to share topics concerns, issues, and ideas
 - Residents could then comment and up-vote or down-vote on those topics
 - Site would be moderated
 - Organized by council priority with starter questions posted by city staff
 - Partner with Code for America or utilize an existing software solution



Strategy 3: Issue Hackathons

- Issue Hackathons
 - Stakeholder community-based work sessions organized within the City Council Priorities framework
 - Take place once per quarter, and will be a new physical “meeting” strategy aimed at fostering partnerships



Strategy 3: Issue Hackathons

- Residents will be divided into small work groups
 - One hour to hack an issue or problem
 - Present their problem and proposed solution
 - All in attendance vote on which solution to implement in partnership with the City
- Relevant staff will be on hand to answer questions and discuss solution feasibility



Strategy 4: City Hall To You

- Involves City officials and staff visiting neighborhood groups, and homeowner and business associations
 - City will share brief “State of the City” reports and updates
 - Residents will be able to share the current state of affairs in their part of the community.



Evaluating the Program

- Key element of rapid prototyping is constant evaluation
- As staff rolls out programs, feedback from participants will be solicited
- Also, staff will be seeking feedback from community on other engagement ideas
- After the first quarter of efforts, staff will return to Council with an update on successes and/or modifications



Questions?

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